

## **ABSTRACT**

A system for displaying commercial advertising to a mobile unit via a wireless data communication with a global computer network, such as the Internet, based on  
5 GPS position data is disclosed. The system distributes location-relevant advertising content over a data network to a client based on a GPS position. A mobile electronic GPS enabled device communicates over a wireless link with a remote computer server and communicates GPS location information to the server. Upon receipt of the user's GPS location data, the server can then select to return to the user location specific  
10 commercial advertising information, thereby relieving the client of the task of filtering for relevant information. The commercial advertising information may include advertising of local interest, discount coupons accepted by businesses in the local vicinity of the user, and addresses and/or maps to local points of interest. The information may be received by vehicle mounted and/or hand-held electronic device. According to another aspect of  
15 the present invention, the system is useful in a search mode wherein information is relayed to the user based on "keywords" input by the user and GPS location information.